



# The Americas Update

February 2005

## **Business Opportunities**

### **Argentina**

**Industry:** Construction & Building

**Sector:** Prefabricated Housing

The Argentine market for prefabricated housing and commercial buildings was estimated at US \$ 49.5 million in 2004. Total imports reached US \$7.3 million of which, US suppliers sold US \$ 467,247. The construction method in Argentina is quite traditional, with limited use of pre-manufactured products. Every year, some 130,000 new homes are built in Argentina and many more are remodeled. For more information, [click here](#).

### **Argentina**

**Industry:** Consumer Goods

**Sector:** Pet Food (Dogs & Cats)

According to the Argentine Association of Animal Deed Producers, Argentina has a population of 30 million people and its pet population is estimated to be almost 11.5 million. In 2004, the Argentinean market for pet food for dogs and cats was US\$ 215 million. Of the 146,000 tons consumed per year, 61,000 tons are directly imported. For those companies interested in developing the Argentinean market, one of the most effective ways is to attend pet food and accessories trade shows in Argentina. To learn more about the market and explore trade show opportunities, please visit [the website](#).

### **Brazil**

**Industry:** Environment Technologies

**Sector:** Irrigation Equipment & Services

The exportation of irrigation equipment and services represent good opportunity for US firms. The most recently available statistics indicate that the Brazilian market for irrigation equipment and services was approximately US\$ 268 million in 2004 and the current import share represents nearly 18% of the market. For more information, visit [the market research report 1/26/2005](#)

### **Brazil**

**Industry:** Heavy Machinery & Equipment

**Sector:** Agricultural Machinery

Brazil is among the worlds leading producers of agricultural commodities. There is a growing demand in this market for agricultural equipment to improve the quality and yield of crops, while reducing costs. The Brazilian market for agricultural machinery is estimated at approximately US \$5.2 billion and offers good opportunities for US companies. Best prospects include: post-harvest machinery, fruit and vegetable sorting and grading machines, and GPS and precision agriculture devices. For more information, [visit the market research report \(2/10/2005\)](#).

### **Canada**

**Industry:** Health Technologies

**Sector:** MRI & CT Scanners, Radiation Equipment

Health authorities of the province of Ontario have just announced that more than US \$120 million is being released to replace a number of aging MRI (Magnetic Resonance Imaging), CT (Computed Tomography) scanners, as well as, radiation equipment for cancer treatment. US firms providing imaging and radiation therapy equipment or expertise and products related to the installation and maintenance of such equipment are invited to look into this new demand. For more information, visit [ISA 2/07/2005](#)

### **Canada**

**Industry:** Environmental Technology

**Sector:** Water Systems & Energy Efficiency

The Canada-Ontario Infrastructure Program (COIP) is a six-year federal partnership dealing with all levels of government in Ontario in order to invest in infrastructure projects. For the next two years, the projects funded through COIP will provide significant opportunities for US companies with expertise in water systems and/ or energy efficiency systems. For more information, [visit the report](#).

U.S. Export Assistance Center

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Tel: (314) 425-3302 | Fax: (314) 425-3381 | [WWW.EXPORT.GOV](http://WWW.EXPORT.GOV)

## Guatemala

**Industry:** Construction, Building, & Heavy Equipment

**Sector:** Architectural/Construction/Engineering Services

Guatemala's Ministry of Communications, Infrastructure, and Housing (CIV), has identified where to build the capital city's first stretch of the of the US \$1.49 billion metropolitan beltway. The Metropolitan Beltway is part of 4 MEGAPROJECTS that the President of Guatemala has announced to undertake during his four-year term. US firms interested in obtaining addition information on this project should [click here](#).

## Mexico

**Industry:** Airport / Ground Support Equipment / Construction Equipment / Security & Safety Equipment

**Sectors:** Airport design & Construction / Security & Surveillance Equipment / Ground Transportation

As a result of the September 11, 2001 events, the International Civil Aviation Organization (ICAO) developed an Aviation Security Plan of Action for strengthening aviation security worldwide. At a cost of US \$200 million, the four Mexican Airport groups will comply with ICAO international security regulations by January 1, 2006. These developments offer opportunities for US exporters within the airport design and construction industry, as well as, for airports maintenance companies and providers of security and surveillance equipment, ground control equipment, transportation services, franchisers, and financial institutions. For more information on this project, [click here](#).

## Mexico

**Industry:** Marine Industries

**Sectors:** Boat Rentals

The Mexican company Agua Treat is a supplier of chemical products and maintenance services for PEMEX (The Mexican Oil Company) platforms. Agua Treat will participate in a public bid to provide services offshore Campeche, in the Gulf of Mexico. For that service, Agua Treat needs a Dynamically Positioned 1 Boat (DP1) to be used for people and goods transportation during 17 months, from May 2005 through December 2006. American companies with boat available for rent should [visit the website](#).

## Uruguay

**Industry:** Automotive & Ground Transportation

**Sector:** Automobiles

Following a steep fall in new auto sales in 2002 (5,207 new units sold) and again in 2003 (4,337 new units sold), new auto sales in 2004 experienced a hefty 114% growth and totaled 9,303 units. Auto-sector officials expressed conformity with the numbers as they reflect the overall strong growth (12%) of the Uruguayan economy in 2004. Over 33 brands of automobiles (and over 200 models) are available for sale to the 3.2 million people market. Approximately 96% of the cars in Uruguay are imported and to learn more about opportunities in this booming market, [click here](#).

## Venezuela

**Industry:** Construction/ Building & Heavy Equipment

**Sector:** River Port Facilities / Marine & Pleasure Boats

In December 2004, the Venezuelan National Assembly authorized the Ministry of Infrastructure to contract indebtedness of up to Bs. 145 billion (approximately US \$75 million) for improvements to river ports, Bs 50.3 billion (approximately US \$26 million) for port construction on the Orinoco-Apure rivers, and Bs 21.7 billions (US \$11 million) for the construction of commercial public use port facilities – mainly marinas and pleasure boat facilities. For information for US exporters provided by Venezuela's ports, please [click here](#).

## Trade Events

### Argentina

**Industry:** Machine Tools & Metalworking

#### EXPOFERRETERA 2005

Argentina's leading trade show for machine tools will take place September 1-4, 2005 in Buenos Aires, Argentina. This event will include a variety of products, such as: presses, drilling machines, milling machines, laser machines. For more information, [click here](#).

### Brazil

**\* Industry:** Foods - Processed

#### APAS 2005

APAS is the largest supermarket sector event in Latin America serving an industry that currently represents approximately 7% of Brazil's GDP. This event will be

held May 9, 2005 until May 12, 2005 in São Paulo, Brazil. For more information, [click here](#).

**\* Industry: Defense Industry Equipment**

**Latin America Aero & Defense 2005 (LAAD 2005)**

LAAD will be held in Rio de Janeiro, Brazil from April 26<sup>th</sup>, 2005 through April 29<sup>th</sup>, 2005. LAAD 2005 is a vital marketing tool for all international aerospace and defense companies wishing to develop new business opportunities and/or to consolidate existing business relationships throughout Latin America. For more information, visit [www.reedexpo.com](http://www.reedexpo.com).

**Chile**

**\* Industry: Dental Equipment**

**Salon Dental Chile 2005**

This dental trade shows gathered more than 1,400 Chilean dentists last year and with expectations of attracting more of the local markets this year. Salon Dental will be held in Santiago, Chile on May 12 – May 14, 2005. For more information, [visit this website](#).

**Mexico**

**\* Industry: Architectural & Construction**

**Expo Construction International 2005**

This International Aviation trade Show and Convention will be held April 7 – 10, 2005 in Santa Fé, Mexico City. This event attracts over 8,000 business representatives from throughout Mexico and Latin America. The Latin American countries represent the second largest overseas market for American companies and event participants will have the opportunity to be exposed to the following projects: Mexico City International Airport T2 Terminal, a US \$17.5 million expansion and Defense Business Opportunities among others. For more information, please [click here](#).

**The United States**

**\* Industry: Pollution Control Equipment**

**WasteExpo 2005**

This International Buyer Program is largest show in North America serving both the private and public sectors. The WasteExpo Show Floor has expanded and will feature the latest in solid waste technologies and recycling equipment. The conference will take place May 3, 2005 through May 5, 2005 with exhibits lasting May 3 – 5, 2005. For more information, please [click here](#).

**\* Industry: Telecommunications Equipment**

**SUPERCOMM 2005**

SUPERCOMM is the world's premier annual exhibition and conference for communications service providers and private network managers. This International Buyer Program will be in Chicago, Illinois on June 6, 2005 until June 9, 2005. For more information, [visit the homepage](#).

**\* Environmental Technologies**

**American Water Works Association's (AWWA) Annual Conference & Exposition**

The AWWA has been selected to participate in the FY 2005 International Buyer Program. This event promotes the following sectors: water and wastewater, water quality, water resources, environmental technologies, along with water supply and public health. For more information, visit [the AWWA website](#).

**\* Industry: Computer/ Peripherals**

**C3 Expo 2005**

C3, the Corporate & Channel Computing Expo, delivers June 28-30, 2005 at the Javits Center in New York City, New York. As part of the International Buyer Program, this event will bring together corporate and channel buyers in today's IT marketplace. Visit the homepage [www.c3expo.com](http://www.c3expo.com) for more information.

**Useful Websites**

**A Basic Guide To Exporting**

Information a company needs before making strides toward exporting.

**Online Newspapers**

Search through a database filled with newspapers from around the globe.

**Questions about International Laws?**

ASIL's goal is to ensure, through EISIL, that web searchers can easily locate the highest quality primary materials, authoritative web sites and helpful research guides to international law on the Internet.

**The World Clock**

Check current local days and times around the world.